



10805873 - GAU: 4176

INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL TO THE PROSECUTION OF THE SUBJECT APPLICATION

Applicants: C.D. Payne et al.

Attorney Docket No. MSFT122249

Application No.: 10/805,873

Group Art Unit: 2171

Filed: March 22, 2004

Title: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
_____	U1	6,223,215	B1	04/24/2001	Hunt et al.
_____	U2	2002/0123988	A1	09/05/2002	Dean et al.
_____	U3	2002/0133481	A1	09/19/2002	Smith et al.
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FOREIGN PATENT DOCUMENTS

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
_____	NONE						

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.P./

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OTHER INFORMATION
(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Cite
 Initial No.

- _____ O1 Tedeschi, B., "Measuring Online Ad Effectiveness," *nytimes.com*, November 3, 2003, <<http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&POSITION=>> [Retrieved November 3, 2003].
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Examiner	Date Considered
/Darnell Pouncil/	05/29/2008

*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

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